

**ABSTRACT:** An improved page holder comprising a clamp (10R) attached to a self-retracting reel (14), the latter being set at a predetermined tension to retain pages without prohibiting page turning, and having a tension adjustment dial (16) at its lower end. The reel (14) dispenses a monofilament (18) which extends across the reading matter (19) and attaches to a second clamp (10L). Thus the page holder can be applied in a variety of settings, and retains various reading matter (19) against wind, drafts, and the closing tendency of bound books, while enabling manual page turning.